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**THE FACTORS INFLUENCE QUALITY ASSURANCE LEVEL AMONG  
CHILDCARE EMPLOYEES IN SELANGOR**



**BY  
NG KEL LIE**

**Thesis submitted to  
Othman Yeop Abdullah Graduate School of Business,  
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In Partial Fulfillment of the requirement for  
Master of Sciences (Management)**



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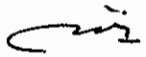
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## ABSTRACT

The role of caregiver or childcare employee is important to deliver excellent quality childcare in developing future leader. In order to develop future generation, childcare centres should enhance and stimulate the practice of quality assurance among employees. The purpose of this study is to investigate factors that influence quality assurance among childcare employees in Selangor. Precisely, the objectives of the study is to determine, identify and examine the relationship between factors (physical facilities, employee commitment, communication, and employee competencies) and quality assurance. A random sampling technique was used to select respondents from the registered childcare centers in Selangor, Malaysia. The study used quantitative approach through structured questionnaires developed from previous research. A total of 450 survey questionnaires were distributed, only 379 questionnaires were usable for analysis. The study used SPSS 22.0 to analyze the data. Methodologies such as Pearson Correlation and Multiple Regression Analysis were conducted in analyzing the data. Overall, the findings revealed that quality assurance had positive relationship and significant with physical facilities, employee commitment, communication and employee competencies. This study concluded with discussions, limitation and suggestions for future research.

**Keywords:** Quality Assurance, childcare employee, employee competencies, employee commitment and communication

## ABSTRAK

Peranan pengasuh atau penjaga kanak-kanak adalah penting dalam memberi kualiti penjagaan yang baik bagi melahirkan pemimpin masa depan. Untuk membangunkan generasi akan datang, pusat penjagaan kanak-kanak perlu meningkatkan dan merangsang amalan jaminan kualiti di kalangan pekerja. Tujuan kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi jaminan kualiti di kalangan pekerja penjagaan kanak-kanak di Selangor. Setepatnya, objektif kajian ini adalah untuk menentukan, mengenalpasti dan mengkaji hubungan antara faktor-faktor (kemudahan fizikal, komitmen pekerja, komunikasi, dan kecekapan pekerja) dan jaminan kualiti. Teknik pensampelan rawak digunakan untuk memilih responden dari pusat penjagaan anak berdaftar di Selangor, Malaysia. Kajian ini menggunakan pendekatan kuantitatif melalui soal selidik berstruktur yang dibangunkan dari kajian terdahulu. Sebanyak 450 soal selidik kaji selidik diedarkan, hanya 379 soal selidik yang boleh digunakan untuk analisis. Kajian ini menggunakan SPSS 22.0 untuk menganalisis data. Kaedah seperti Korelasi Pearson dan Analisis Regresi Berganda telah dijalankan dalam menganalisis data. Secara keseluruhan, penemuan menunjukkan bahawa jaminan kualiti mempunyai hubungan positif dan signifikan dengan kemudahan fizikal, komitmen pekerja, komunikasi dan kecekapan pekerja. Kajian ini membuat kesimpulan dengan perbincangan, batasan dan cadangan untuk penyelidikan masa depan.

**Kata Kunci:** Kualiti ansuran, kakitangan taska, komunikasi, komitmen pekerja, dan kecekapan pekerja

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## LIST OF ABBREVIATIONS

ARCPM	Association of Registered Childcare Providers Malaysia
DV	Dependent Variable
ECCD	Early Childhood Care Education
GMP	Good Manufacturing Practice
HACCP	Hazard Analysis Critical Control Point
HRM	Human Resource Management
IC	Internal Communication
IV	Independent Variable
JKM	Jabatan Kebajikan Masyarakat
KMO	Kaiser-Meyer-Olkin
OCQ	Organizational Commitment Questionnaires
PF	Physical Facilities
RCM	Reliability Centered Maintenance
SME	Small Medium Enterprise
SPSS	Statistical Package for Social Science
TPM	Total Productive Maintenance
TQM	Total Quality Management
QA	Quality Assurance
QIAS	Quality Improvement Accreditation System
WHO	World Health Organization

# **CHAPTER 1**

## **INTRODUCTION**

### **1.0 Introduction**

This chapter presents an overview factors influence quality assurance. This chapters consists of nine parts which are (1) introduction of the study, (2) background of the study, (3) problem statements, (4) research questions, (5) research objectives, (6) variables of the study, (7) theoretical framework, (8) hypothesis, (9) significance of the study and (10) chapter conclusion.

### **1.1 Background of the Study**

Nowadays, childcare centres have been a growing trend in Malaysia. This is supported by the growing number of childcare centers in Malaysia. This can be explained by the report from Ministry of Woman, Family and Community shows that growing number of childcare centres by the year 2007 to 2016 from 2176 to 4272 respectively. (Heng Keng Chiam, 2008; JKM, 2018). In addition, the growing childcare center in Malaysia is to meet the growing number of pre-school children in the country. This is because “registered centres in the country were found to be insufficient to meet the demand to place children” said by Datuk Seri Rohani Abdul Karim. (“MalayMail Online,” 2014).

Childcare centres not only bring convenience to working parents but the same times making contribution to the labour force and economy of the country. This can be explained by more job opportunity for women force in childcare industry. On the other hand, the number of women entrepreneurs increased by years due to the support of government and organizations. According to Ming Yen Teoh & Choy Chong (2014), woman entrepreneurship can be strengthen by having childcare subsidies for childcare



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**APPENDIX**  
**QUESTIONNAIRE**



**Questionnaire/ Soal Selidik**

**The factors influence quality assurance level among childcare employees in  
Selangor**

***Faktor-faktor mempengaruhi tahap jaminan kualiti di kalangan pekerja taska di  
Selangor***

Dear Respondent,

I am a Master of Science (Management) student in Universiti Utara Malaysia. The questionnaire contains 2 sections: Section A and Section B. The purpose of this questionnaire is to identify the factors influence quality assurance level among childcare employees in Selangor. All the information provided is CONFIDENTIAL and used for academic purpose only. We will not publish any information that would involve any individual or organization for other purposes. Thank you for your time and cooperation in completing this research.

Responden yang dihormati,

Saya merupakan pelajar Sarjana Sains (Pengurusan) di Universiti Utara Malaysia. Soal selidik ini mengandungi 2 Bahagian: Bahagian A dan Bahagian B. Tujuan soal selidik ini adalah untuk mengenal pasti Faktor-faktor mempengaruhi tahap jaminan kualiti di kalangan pekerja penjagaan kanak-kanak di Selangor. Semua maklumat yang diberikan adalah SULIT dan digunakan untuk tujuan akademik sahaja. Kami tidak akan menyiarkan sebarang maklumat yang akan melibatkan mana-mana individu atau organisasi bagi tujuan lain. Terima kasih di atas masa dan kerjasama anda dalam menyiapkan penyelidikan ini.

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## Section A: Demographical Background of the Respondent

### Bahagian A: Latar Belakang Demografi Responden

This section is to obtain information of the respondent background. Please tick (/) in the appropriate selection. *Bahagian ini adalah untuk mendapatkan maklumat mengenai latar belakang responden. Sila tandakan (/) pada pilihan yang berkenaan.*

#### 1. Gender/ *Jantina*:

☐ Male/*Lelaki*      ☐ Female/*Perempuan*

#### 2. Age/ *Umur*:

☐ < 25      ☐ 36-45

☐ 26-35      ☐ 46-55

☐ >55

#### 3. Ethnic Group/ *Kumpulan Etnik*:

☐ Malay/*Melayu*      ☐ Indian/*India*

☐ Chinese/*Cina*      ☐ Others/*Lain-lain*: \_\_\_\_\_ (Please State/*Sila Nyatakan*)

#### 4. Religion/ *Agama*:

☐ Muslim/*Islam*      ☐ Christianity/*Kristian*

☐ Buddhism/*Buddha*      ☐ Hinduism/*Hindu*

☐ Others/*Lain-lain*: \_\_\_\_\_ (Please State/*Sila Nyatakan*)

#### 5. Highest Educational Level/ *Tahap Pendidikan Tertinggi*

☐ PMR / *PMR*      ☐ STPM / *STPM*

☐ SPM/ *SPM*      ☐ Others/ *Lain-lain*: \_\_\_\_\_ (Please State/ *Sila Nyatakan*)

#### 6. Years of working experience/ *Tahun pengalaman bekerja*:

☐ 0-5      ☐ 11-15

☐ 6-10      ☐ More than 15

Section B: Questionnaire regarding the factors influence quality assurance level among childcare employees in Selangor

*Bahagian B: Soal Selidik Mengenai Faktor-faktor mempengaruhi tahap jaminan kualiti di kalangan pekerja taska di Selangor*

Please indicate your respond to the following statement according to the scale below.

*Sila nyatakan jawapan anda dengan kenyataan berikut mengikut skala di bawah.*

1	2	3	4	5		
Strongly Disagree/ Sangat Tidak Setuju	Disagree/ Tidak Bersetuju	Neutral/ Neutral	Agree/ Setuju	Strongly Agree/ Sangat Setuju		
Questions						
	Quality Assurance / Jaminan Kualiti					
1	There is a comprehensiveness of goal-setting process for quality within the childcare centre.  <i>Terdapat proses penetapan matlamat untuk kualiti secara komprehensif di taska.</i>	1	2	3	4	5
2	There is a degree of comprehensiveness of quality plan within the childcare centre.  <i>Terdapat tahap pelan kualiti yang komprehensif di taska.</i>	1	2	3	4	5
3	Quality related training technical given to employees throughout the childcare centre.  <i>Latihan berkaitan kualiti teknikal diberikan kepada pekerja di seluruh taska. .</i>	1	2	3	4	5
4	Training in the total quality concept throughout the childcare centre.  <i>Latihan dalam konsep kualiti secara menyeluruh di semua taska.</i>	1	2	3	4	5
5	Availability of resources for employee training in childcare centre.  <i>Ketersediaan sumber untuk latihan pekerja di taska.</i>	1	2	3	4	5
6	Effectiveness of quality circle or employee involvement type programs are implemented in the childcare centre.  <i>Keberkesanan hayat kualiti atau program penglibatan pekerja dilaksanakan di taska.</i>	1	2	3	4	5
7	Amount of feedback provided to employees on their quality performance.  <i>Jumlah maklum balas diberikan kepada pekerja bagi prestasi kualiti mereka.</i>	1	2	3	4	5



8	Quality awareness building among employees is ongoing. <i>Pembinaan kesedaran kualiti di kalangan pekerja dijalankan secara berterusan.</i>	1	2	3	4	5
	<b>Physical facilities / Kemudahan fizikal</b>					
9	The childcare centre have up-to-date equipment. <i>Taska mempunyai peralatan terkini.</i>	1	2	3	4	5
10	The childcare centre physical facilities are visually appealing. <i>Kemudahan fizikal taska adalah menarik dari segi visual.</i>	1	2	3	4	5
11	Employee of childcare centre are well dresses and appear neat. <i>Pekerja pusat penjagaan kanak-kanak adalah berpakaian elok dan kemas.</i>	1	2	3	4	5
12	The appearance of the physical facilities of childcare is in keeping with the types of service provided. <i>Kemudahan fizikal taska adalah selaras dengan jenis perkhidmatan yang disediakan</i>	1	2	3	4	5
	<b>Employee commitment/ Komitmen pekerja</b>					
13	I am willing to put a great deal of effort beyond that normally expected in order to help childcare centre be successful. <i>Saya bersedia untuk berusaha bersungguh-sungguh melangkaui jangkaan yang biasa ada untuk membantu kejayaan taska.</i>	1	2	3	4	5
14	I would accept almost any type of job assignment in order to keep working for childcare centre. <i>Saya akan menerima semua jenis tugas pekerjaan untuk terus bekerja di taska</i>	1	2	3	4	5
15	I find that my value and childcare centre values are very similar. <i>Saya mendapati nilai saya dan nilai taska sangat serupa.</i>	1	2	3	4	5
16	I am proud to tell others that I am part of this childcare centre. <i>Saya bangga memberitahu orang lain bahawa saya adalah sebahagian daripada taska ini.</i>	1	2	3	4	5
17	Childcare centre really inspires the very best in me in the way of job performance. <i>Taska benar-benar memberi inspirasi yang terbaik kepada prestasi kerja saya. .</i>	1	2	3	4	5

18	I am extremely glad that I choose childcare centre to work for over others I was considering at the time I joined. <i>Saya amat gembira kerana saya memilih taska untuk bekerja lebih daripada yang lain yang saya sedang pertimbangkan ketika itu.</i>	1	2	3	4	5
19	For me, this is the best of all possible childcare centre for which to work. <i>Bagi saya, ini adalah yang terbaik daripada semua taska yang ada.</i>	1	2	3	4	5
	<b>Communication/ Komunikasi</b>					
20	I have been interact with each child in a warm and friendly way. <i>Saya telah berinteraksi dengan setiap kanak-kanak dengan melalui cara yang mesra.</i>	1	2	3	4	5
21	I have been initiate and maintain respectful communication with each child. <i>Saya telah memulakan dan mengekalkan perhubungan yang baik dengan setiap kanak-kanak.</i>					
22	I have been communicate effectively to promote respect and professional teamwork. <i>Saya telah berkomunikasi secara efektif untuk menggalakkan sikap saling menghormati dan kerja berpasukan secara profesional</i>	1	2	3	4	5
23	I have been communicate with families effectively to exchange information about each child and centre. <i>Saya telah berkomunikasi dengan pihak keluarga secara berkesan untuk bertukar maklumat mengenai setiap kanak-kanak dan taska..</i>	1	2	3	4	5
24	I have the written information about the childcare centre's management which is readily available to families. <i>Saya mempunyai maklumat bertulis mengenai taska yang telah tersedia untuk keluarga.</i>	1	2	3	4	5
25	I have received the written information about the childcare centre's management to staff. <i>Saya telah menerima maklumat bertulis mengenai taska kepada kakitangan.</i>	1	2	3	4	5
	<b>Employee competencies / Kecekapan pekerja</b>					
26	I have the knowledge from every day experiences and formal education experience about childcare.	1	2	3	4	5

	<i>Saya mempunyai pengetahuan dari pengalaman harian dan juga pengalaman pendidikan secara formal tentang taska..</i>					
27	<p>I am able to manage several task at once, being able to set priorities and allocate time efficiently in order to meet deadlines in childcare centre.</p> <p><i>Saya dapat menguruskan beberapa tugas sekaligus, dapat menetapkan keutamaan dan memperuntukkan masa dengan cekap untuk mengejar tarikh akhir di taska.</i></p>	1	2	3	4	5
28	<p>I am able to maintain energy level, motivating myself to perform, maintain positive attitude and responding appropriately to criticism in childcare centre.</p> <p><i>Saya dapat mengekalkan tenaga, memotivasi diri saya untuk melakukan sesuatu kerja,, mengekalkan sikap positif dan bertindak balas dengan tepat kepada kritikan di taska.</i></p>	1	2	3	4	5
29	<p>I am able to identify, prioritizing and solving problem in childcare centre.</p> <p><i>Saya dapat mengenal pasti, mengutamakan dan menyelesaikan masalah di taska.</i></p>	1	2	3	4	5



—Thank you for your cooperation!—

Universiti Utara Malaysia